New York City College of Technology, CUNY Department of Hospitality Management

MEMORANDUM

To: Prof. Abreu

From :Charisma Rios

Re: Pete Well’s Review on pop- up restaurants

The phrase “pop-up” within the food industry has been very prevalent and on trend. With that being said Pete Wells spoke upon “pop-ups” within this week's article on the NYC Times. Pete had mentioned in his article that about a couple of years ago, a Danish chef known as Bobech staged a one-night, pop-up in the kitchen at cosme in Manhattan. From what Pete describes, their pop-up seemed to be a total success.

However, Pete Wells decided to critic a little pop-up called Oxalis . Oxalis located 791 Washington Ave (Lincoln Place) Crown Heights. Owned by chef Nico Russel. He had opened this pop-up during November it has both dining along with a bar. Pete Wells described the place and wasn’t much satisfied with the setting he described Oxalis very simply and only named a couple key elements. One key aspect he touched on was the separation between both the dining area and the bar. He states it was separated with a glass door, and it made it seem as if the restaurant was trying to make a specified smoking area. Which the restaurant didn’t intend on having a current smoking area. Pete also took in the service quality of the servers to critic as well. He specifically spoke upon the language in which the servers spoke. He said that their “lines” sounded too rehearsed or in his words it “underlines the decorative stiffness.”

On the other hand Pete Wells, did take the time out to taste a couple of things within this pop-up; Oxails. He tried out a dish “built around spaghetti-like strands of rutabaga under a warm snowdrift of whipped Alpine fontina” Pete actually enjoyed this but still questioned the fact whether it was just because he has a special love for rutabaga. Which I think he was just saying because he was being negative, I know he genuinely enjoyed the dish but he would never say that. Pete also enjoyed another dish he had which was Raw sea scallops with daikon and apple and some variation of duck breast, sweet potato and yogurt.” Pete said the flavors of this, dish was outsized, due the amount they served. He enjoyed it that much that he thinks they should serve a bigger portion of this dish.

I think Pete actually enjoyed his time spent at the pop-up restaurant Oxails. Yet I still question whether he truly did because he decided to give the restaurant one star. Personally, I would defiantly visit just to try out the same dishes Pete did since he thoroughly enjoyed his food.